GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3082
ANSWERED ON:05.12.2016
Low Cost Tourism in NER
Chavda Shri Vinod;Rathod Shri Dipsinh Shankarsinh

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes any plan for the low cost tourism in North Eastern Region (NER) and if so, the details thereof;
(b) whether the Government proposes more fund to market tourism in India including in the NER; and
(c) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism has launched following two new schemes pursuant to the Budget 2014-15 announcements:

(1) Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes.
(2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres.

Under Swadesh Darshan, integrated development of theme based circuits including North-East India Circuit has been taken up for holistic and inclusive development which can provide engaging and complete tourism experience to both domestic and foreign tourists including low budget tourists. The Scheme envisages enhancement of tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit destination.

The PRASAD Scheme guidelines envisage the integrated development of pilgrimage destinations in a planned, prioritized and sustainable manner to provide complete religious tourism experience to both domestic tourists including low budget segment and foreign tourists.

(b) & (c): The Ministry of Tourism as part of its on-going promotional activities, promotes the various tourism destinations and products of every State/Union Territory of the country including North Eastern Region as a holistic destination in the domestic and international markets with the budget earmarked for this purpose.

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